

Archer
application for
money from Hunt.
Since cannot
be ~~sent~~ revised

SUMMARY
RESUME

April 1968 Dallas.

Sergio V. Arcacha
9915 Donegal Dr.
Dallas, Texas 75218
Phone: (214) 328-6042

OBJECTIVE:

Sales, marketing and management work in the international field with a large corporation which can offer a wider range of advancement and more challenging programs. Will prefer with base in Spain, Venezuela, Mexico or Argentina.

SKILLS:

International marketing, distribution, international advertising, planning and co-ordinate sales and licensing. Successful experience calling on men at all levels of responsibility in practically all kinds of business and industry with particular emphasis on top management and government.

FOREIGN LANGUAGE:

Fluent in Spanish and English. Good knowledge of Portuguese and Italian. Oral understanding of French and Urdu (Pakistani & Indian language).

PERSONAL:

Age 45; Height 5'7", Weight 185 lbs.; Married, 5 children. Health: Excellent.
Birthplace: Cuba High IQ, Good business, social, financial and personal references.

PRODUCT EXPERIENCE:

Have handled all types of general merchandise.

EDUCATION:

High School: Colegio La Salle, Vedado, Cuba
College: Colegio Belen (Jesuits), Habana, Cuba
International Law: University of Habana, Habana, Cuba
International Law: Columbia University, New York

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EXPERIENCE:

1967-Present

VANGUARD PRODUCTS, INC.; Manager of International Department. Reports directly to president and owner of company. Responsibilities include:

1. Coordination of operations between the International Depart. and other departments of the company.
2. Coordination of the relations of company with its overseas distributors.
3. Supervision of international marketing and licensing programs of company, being responsible for direct negotiation of all licensing contracts.
4. Direct their efforts toward placing orders, quotations and correspondence with distributors and customers overseas.

During this period, traveled extensively throughout Canada, Japan, Taiwan, Hong Kong, Phillippines, Australia, Mexico, Western Europe.

For Reference Contact: Mr. J. Wagon, President and Owner. 5307 Maple, P O Box 19198, Dallas, Texas. Manufacturers of auto air conditioning, bus air conditioning, Mecha-N-Itrogen for Cryocool Transport Refrigeration of Chicago.

1964-1967

FRIGIKING CO. (DALLAS) A division of Cummins Engine Co. Inc. of Columbus, Indiana. The nation's leading independent producer of automobile air conditioners, also manufacturers of truck air conditioning and refrigeration units, as International Manager. Directly responsible for developing their International Department. Worked primarily on world-wide long range marketing forecasts, budgets, economic research for future license agreements. Assisted in joint venture negotiations for assembly and manufacturing operations. Recommend and implement marketing policies and promote sales of company's products, from \$380,000 to \$5 million the year I left. Reported directly to president or Vice-president.

- 6 For Reference Contact: Mr. G. W. Derby, Vice President, Frigiking Co., 10858 Harry Hines Blvd., Dallas, Texas.

During this period traveled extensively throughout South and Central America, South Africa, Western Europe, Far and Middle East, appointing distributors, programming sales, planning of advertising necessary for increased sales.

I left the company with Mr. H. Kirkpatrick, vice-president,

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EXPERIENCE: Contd

- Development and Engineering with an offer to make a similar company in Barcelona, Spain. Mr. Kirkpatrick died two months after, and the project fell.
- 1962-63 CLIMATIC AIR INC. (DALLAS) Manufacturers of Auto Air Conditioners. Developed their International Department.
- For Reference Contact: Mr. J. Duret, President and Owner 615 N. Good Lattimer Ave., Dallas, Texas. Left this company when Frigiking called me to offer a better opportunity. My position was International Manager.
- 1962-1963 HOTEL AMERICA (HOUSTON) as Assistant Manager. Letter enclosed with references, etc.
- 1961 With the Cuban Democratic Front (Govern. of Cuba in Exile) as delegate in New Orleans, La.
- 1959 Representing the following companies in Venezuela: Paul Gallin, World Military Supply, Art. Cap. Company--Global Trading from New York; with the above I have done more than 1 million dollars business a year. I also had my factory name Manufacturas Cubagua in Caracas.
- 1957-59 Director de Medios of C O R P A (Walter Thompson in Venezuela) where I handled the advertising for such companies as: Ford Motor Co., Gillette Razor Co., Parker Pen Co., Kodak Co., Ponds etc. Also used to handle the T V shows for these companies.
- 1955-57 Consul for Cuba in Caracas, Venezuela
- 1952-55 Consul for Cuba in Bombay, India
- 1950-52 Consul for Cuba in Rome, Italy
- 1948-50 Consul for Cuba in Madrid, Spain

My most marketable asset is my very good connection in government and industry all over the world and of course, my very intimate knowledge of International Business methods. I can furnish names of persons to whom you can refer to as to my ability.

